Linked In with LinkedIn

Creating a Standout LinkedIn Page
The LinkedIn Network

310M
ACTIVE MONTHLY USERS THIS YEAR

50M+
COMPANIES LISTED ON LINKEDIN

20M+
OPEN JOBS POSTED ON LINKEDIN

189M+ AMERICANS

92% OF FORTUNE 500 COMPANIES USE LINKEDIN

77% OF RECRUITERS USE LINKEDIN
Networking in the Network

1. INTRODUCE YOURSELF
Build your profile. Make it eye catching and inviting with your headline.

2. BUILD YOUR NETWORK
Classmates, professors, managers, are all connections in your network.

3. REACH OUT & CONNECT
Join meaningful groups, start conversations, ask for introductions to 2nd & 3rd degree connections.

4. SHARE CONTENT
Share useful and compelling content that relates to your industry.
01 Create your log in
Logging In

- Use an email that you check often.
- Create a strong and secure password.
- Do not link your personal Facebook account to your professional LinkedIn account.
Write an informative profile headline
In the headline...

- Your headline is a short, memorable professional slogan.
- Show your skills and expertise.
- Communicate Value.
- Include key words.

Ex: Content Marketing Strategist specializing in press releases, blog content, and social media.
03 Pick an appropriate photo
Say Cheese!

- Upload a high-quality photo.
- Be alone in the picture.
- Professionally dressed.
- No cartoon avatars or logos.
- Good lighting.
- Plain background.
04 Show off your education
Education Station

- Include the full name of your university.
- Spell out the name of your degree.
- Include minors, courses.
- Post the 3.0 or above GPA.
Develop a professional summary
Summarize Yourself

- Be concise
- Develop clear statements about your qualifications and goals
- Highlight relevant work
- Define yourself in your own words
- Show off your professional personality
06 "Skills & Expertise" + key words
Include skills you've learned.
Use key words used in recruiting materials and job postings.
Add at least five skills you are confident in sharing.
Let your connections endorse your skills.
07 Volunteer & Organize
Outside the Classroom

- Include clubs and organizations you've joined.
- Highlight leadership roles and impactful projects you've completed.
- Be descriptive about your role and what you did.
- Don't shy away from your accomplishments.
Show off your Projects & Accomplishments
Show Your Work

• Describe what projects you completed.
• List meaningful awards.
• Show collaborative efforts.
• If possible, show numbers and quantify what you accomplished.
Study your Status
Be Vocal

- Posting updates keeps you on your network's radar.
- Mention your projects and the results.
- Share insightful readings.
- Interact with people who comment on your status.
- Be mindful of what you post.
10 Show your connectedness
Get Connected

- Groups appear at the bottom of your profile.
- Research industry groups.
- Join and engage in those professional communities.
- Reach out to people inside the group.
- Make connections.
11 Recommend Me
Collect Recommendations

- Ask for recommendations.
- Recommendations can come from professors, past managers, co-workers, group members.
- Direct manager recommendations matter.
- Review recommendations.
12 Claim your unique LinkedIn URL
Uniquely You

- Increase profile professional search results, claim your unique LinkedIn URL.
- Set your LinkedIn profile to "public" then create your unique URL.
thank you.